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APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
09/884,739	06/18/2001	Fuad Rashid	005306.P022	4754
7590	01/26/2006			EXAMINER LUU, SY D
Kenneth B. Paley BLAKELY, SOKOLOFF, TAYLOR & ZAFMAN LLP Seventh Floor 12400 Wilshire Boulevard Los Angeles, CA 90025-1026			ART UNIT 2174	PAPER NUMBER
DATE MAILED: 01/26/2006				

Please find below and/or attached an Office communication concerning this application or proceeding.

Office Action Summary	Application No.	Applicant(s)	
	09/884,739	RASHID ET AL.	
	Examiner	Art Unit	
	Sy D. Luu	2174	

-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address --

Period for Reply

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE 3 MONTH(S) OR THIRTY (30) DAYS, WHICHEVER IS LONGER, FROM THE MAILING DATE OF THIS COMMUNICATION.

- Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed after SIX (6) MONTHS from the mailing date of this communication.
- If NO period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
- Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133). Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

Status

1) Responsive to communication(s) filed on 03 November 2005.

2a) This action is FINAL. 2b) This action is non-final.

3) Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11, 453 O.G. 213.

Disposition of Claims

4) Claim(s) 1-51 is/are pending in the application.

4a) Of the above claim(s) _____ is/are withdrawn from consideration.

5) Claim(s) _____ is/are allowed.

6) Claim(s) 1-51 is/are rejected.

7) Claim(s) _____ is/are objected to.

8) Claim(s) _____ are subject to restriction and/or election requirement.

Application Papers

9) The specification is objected to by the Examiner.

10) The drawing(s) filed on _____ is/are: a) accepted or b) objected to by the Examiner.
Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).
Replacement drawing sheet(s) including the correction is required if the drawing(s) is objected to. See 37 CFR 1.121(d).

11) The oath or declaration is objected to by the Examiner. Note the attached Office Action or form PTO-152.

Priority under 35 U.S.C. § 119

12) Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).

a) All b) Some * c) None of:

1. Certified copies of the priority documents have been received.
2. Certified copies of the priority documents have been received in Application No. _____.
3. Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).

* See the attached detailed Office action for a list of the certified copies not received.

Attachment(s)

1) <input type="checkbox"/> Notice of References Cited (PTO-892)	4) <input type="checkbox"/> Interview Summary (PTO-413)
2) <input type="checkbox"/> Notice of Draftsperson's Patent Drawing Review (PTO-948)	Paper No(s)/Mail Date: _____
3) <input type="checkbox"/> Information Disclosure Statement(s) (PTO-1449 or PTO/SB/08) Paper No(s)/Mail Date: _____	5) <input type="checkbox"/> Notice of Informal Patent Application (PTO-152)
	6) <input type="checkbox"/> Other: _____

DETAILED ACTION

1. This communication is responsive to the Amendment filed 11/3/05.
2. Claims 1-51 are pending in this application. Claims 1, 22 and 37 are independent claims. In the Amendment, claims 1, 7-9, 22, 25, and 37 were amended.
3. The text of those sections of Title 35, U.S. Code not included in this action can be found in a prior Office action.

Claim Objections

4. Claims 1 and 7-9 are objected to because of the following informalities.
In claim 1, the phrase “a plurality of data display” should be changed to --a plurality of data displays—

In claims 7-9, the use of [[a]] on lines 2 is not in accordance to the proper format (emphasis added).

Appropriate correction is required.

Claim Rejections - 35 USC § 103

5. Claims 1-51 are rejected under 35 U.S.C. 103(a) as being unpatentable over Applicant’s Admitted Prior Art (“AAPA”) in view of Bernardo et al. (“Bernardo”, US 6,684,369 B1).

As per claim 1, AAPA teaches a computer implemented method of building a plurality of data displays comprises:

defining for each of the plurality of data displays at least one of

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an information presence on the display, the information presence comprising a plurality of informational sets, each information set corresponding to one or more of the plurality of data displays, each information set having a corresponding placement (Specification, page 2, lines 2-4; *e.g. Set #1 comprising of parts A/B, and Set #2 comprising of parts A/B/C, with a corresponding formatted display presentation*);

an information placement on each of the plurality of data displays, the information placement specifying one or more new positions for at least a portion of one or more of the information sets (Specification, page 2, lines 2-6; *display placements for the information sets*); and

defining a database entity having each of the defined information placement, and information presence (Specification, page 2, lines 14-16; *display templates that define database information to be displayed, as well as information placement*).

While AAPA teaches the step of displaying a multi-informational display template for the plurality of data displays depending upon the data-base entity (Specification, page 2, lines 2-16; *each data display or template could contain more than one piece of information, e.g. Set #2 includes parts A/B/C*), AAPA does not explicitly disclose the step of dynamically generating such a display template. However, this step would have been an inherent step to the process in order for the display templates to be created and stored for future use.

AAPA further does not explicitly disclose the step of defining to be performed through an interactive process, and the step of dynamically generating a multi-information display template to be in response to a user request. Bernardo teaches a tool that enable personalization and customization of web pages from display templates (col. 2; lines 38-41), wherein defining data

displays are done via interactive processes (col. 9, lines 48-61), and the step of generating to be done dynamically in response to a user request (col. 2, lines 49 et seq.) It would have been obvious to an artisan at the time of the invention to combine Bernardo's teaching with AAPA in order to facilitate and visually enhance users' interactive process.

As per claims 2-21, while AAPA inherently teaches the step of generating/building display templates, AAPA does not explicitly disclose how a display template is created/built. Official Notice is taken that it is well known in the art that an actual end product, after being defined and saved as a template, could be used as a future template. For instance, a form containing commonly used information could be created, retrieved later and used as a template for another situation with minimal changes to it; after the changes, it could be saved separately from the template from which it was created from. A web page could be an example of such a form. Therefore, it would have been obvious to an artisan at the time of the invention to include such a method for creating a template with AAPA in order to easily and efficiently create a display template.

AAPA does not explicitly teach all detail limitations as claimed. Bernardo teaches a tool that enable personalization and customization of web pages from display templates (col. 2; lines 38-41). It would have been obvious to an artisan at the time of the invention to combine Bernardo's teaching of personalization and customization of pages with AAPA's templates in order to facilitate the creation of display templates using Bernardo's method in an easy and intuitive manner.

Bernardo teaches the steps of: defining an information presence being conditional based upon at least one of a display identification and a display mode [claim 2], and defining an

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information presence to include defining a presence of all data displays [claim 10] at col. 9, lines 48-60; and defining an information appearance to include selecting an information to appear and not appear according to at least one mode [claim 14] at col. 12, lines 10 et seq. (*depending on different browser types*).

Bernardo teaches the steps of: defining an information placement being conditional based upon a style [claim 3], defining an information placement to include defining a placement for all data displays [claim 11], defining an information placement to include modifying the placement of an information on a specified data display [claim 12], and the information display placement to include defining a placement for at least one placement style [claim 13] at col. 9, lines 48-60 (*positioning of objects*), and col. 8, lines 55-65 (*frame styles*);

Bernardo teaches the database entity to include: a conditional display appearance [claim 4], and at least one display tag to be conditionally executed if a display terminal browser requesting a display has a capability to support the display tag, and the generating includes generating only each display that is supported by the display terminal browser [claim 5], a record for each of at least one markup/display languages [claim 15], a record that has data that indicates the data displays that the information appears on [claim 16], a pointer to a record that has data that indicates the modes for which each of the data will appear on a data display [claim 17], a record that indicates a position of each data for each data display [claim 18], markup/display language statements [claim 19], tags that have a position indicator, and a record that indicates the information displayed in each position [claim 20], and a set of data displays that each information appears on [claim 21] as shown by database 148 in figure 1, and described at col. 8, lines 2 et seq., col. 20-23, col. 9, lines 48-60, and col. 12, lines 12 et seq. Bernardo does not

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explicitly discuss the details of database elements such as records and pointers. However, such elements are inherently basics and fundamentals to database structures and operations, and are therefore necessary to be employed with Bernardo's database in order to provide the system with a means for organizing and maintain the database.

Bernardo teaches displaying data from the display template at col. 2, lines 38-42 [claim 6].

Bernardo teaches the steps of defining for each of the plurality of data displays to be based on user input via a computer interface, display interface or an interactive display layout at col. 9, lines 48-60, and col. 12, lines 10 et seq. [claims 7-9].

Claims 22 and 37 are individually similar in scope to claim 2, and would have been rejected under similar rationale.

Claim 23 is similar in scope to the combination of claims 2-3, and is therefore rejected under similar rationale.

As per claim 24, Bernardo teaches the interactive display to be sent to a network-coupled computer system (col. 2, lines 57-60).

Claims 25-26 are similar in scope to claim 4, and are therefore rejected under similar rationale.

Claims 27-29 are similar in scope to claims 2-3, and are therefore rejected under similar rationale.

As per claim 30, the system of AAPA and Bernardo does not disclose a common template for each data display that has a contingent display capability for at least one of the information. Official Notice is taken that the use of a common template for different data

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displays that have a contingent display capability for at least one of the information therein is well known in the art. It would have been obvious to an artisan at the time of the invention to combine such a feature with the system of AAPA and Bernardo in order to simplify and reduce the number of redundant templates.

Claims 31-35 are similar in scope to claims 4, 2, 3, 15, 14 respectively, and are therefore rejected under similar rationale.

As per claim 36, Bernardo teaches the instruction to send the display template to a network (col. 8, lines 1-6; *templates being sent across the networks*).

Claims 38-51 are similar in scope to claims 23-37 respectively, and are therefore rejected under similar rationale.

Response to Arguments

6. Applicants' arguments with respect to the amended independent claims have been fully considered but they are not persuasive.

Applicants argues that neither AAPA nor Bernardo teaches/suggests the step of defining for each of multiple data displays, an information placement and information presence. The Examiner disagrees for the reasons that since AAPA has provisions for each of the multiple data displays as indicated by different sets of presentation, e.g. Set #1 comprising of parts A/B, and Set #2 comprising of parts A/B/C, each with a corresponding formatted display presentation (page 2, paragraph 1). Each data display clearly has different information presence and thus its own required placement.

Conclusion

THIS ACTION IS MADE FINAL. Applicant is reminded of the extension of time policy as set forth in 37 CFR 1.136(a).

A shortened statutory period for reply to this final action is set to expire THREE MONTHS from the mailing date of this action. In the event a first reply is filed within TWO MONTHS of the mailing date of this final action and the advisory action is not mailed until after the end of the THREE-MONTH shortened statutory period, then the shortened statutory period will expire on the date the advisory action is mailed, and any extension fee pursuant to 37 CFR 1.136(a) will be calculated from the mailing date of the advisory action. In no event, however, will the statutory period for reply expire later than SIX MONTHS from the mailing date of this final action.

Inquires

Any inquiry concerning this communication or earlier communications from the examiner should be directed to Sy Luu whose telephone number is (571) 272-4064. The examiner can normally be reached on Monday - Friday from 7:300 am to 4:00 pm (EST).

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Kristine Kincaid, can be reached on (571) 272-4063.

The fax number for the organization where this application or proceeding is assigned is (571) 273-8300.

Any inquiry of a general nature or relating to the status of this application or proceeding should be directed to the receptionist whose telephone number is (703) 305-3900.

Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications

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may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see <http://pair-direct.uspto.gov>. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free).



**SY D. LUU
PRIMARY EXAMINER
ART UNIT 2174**

SDL: 1/23/06